

CX<sup>3</sup>

# A Health Snapshot of Our Communities



# Communities of Excellence



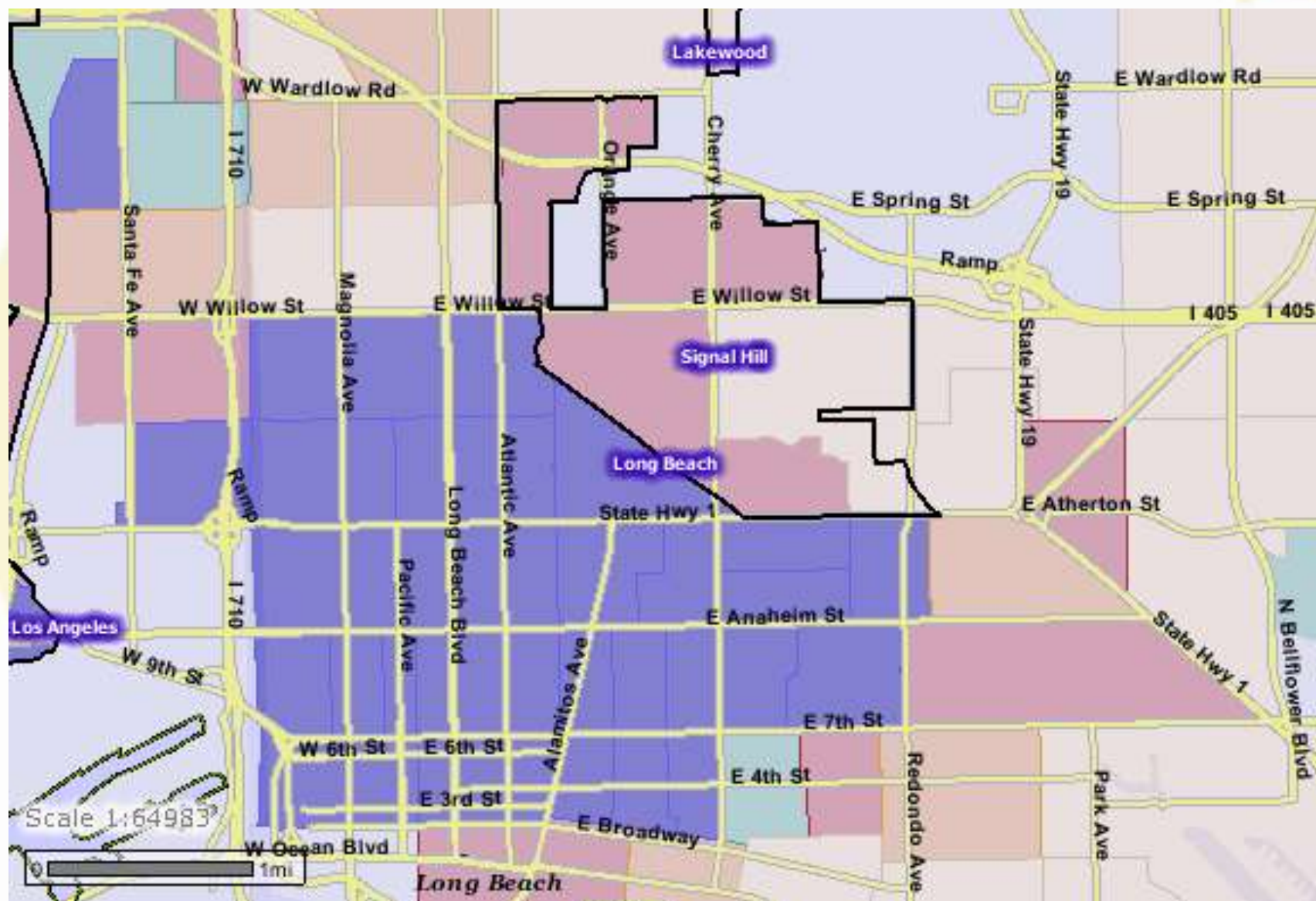
The Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX<sup>3</sup>) project takes a look at select low-income neighborhoods in the City of Long Beach to measure the nutrition environment and identify opportunities for improvement.

# Understanding the Problem

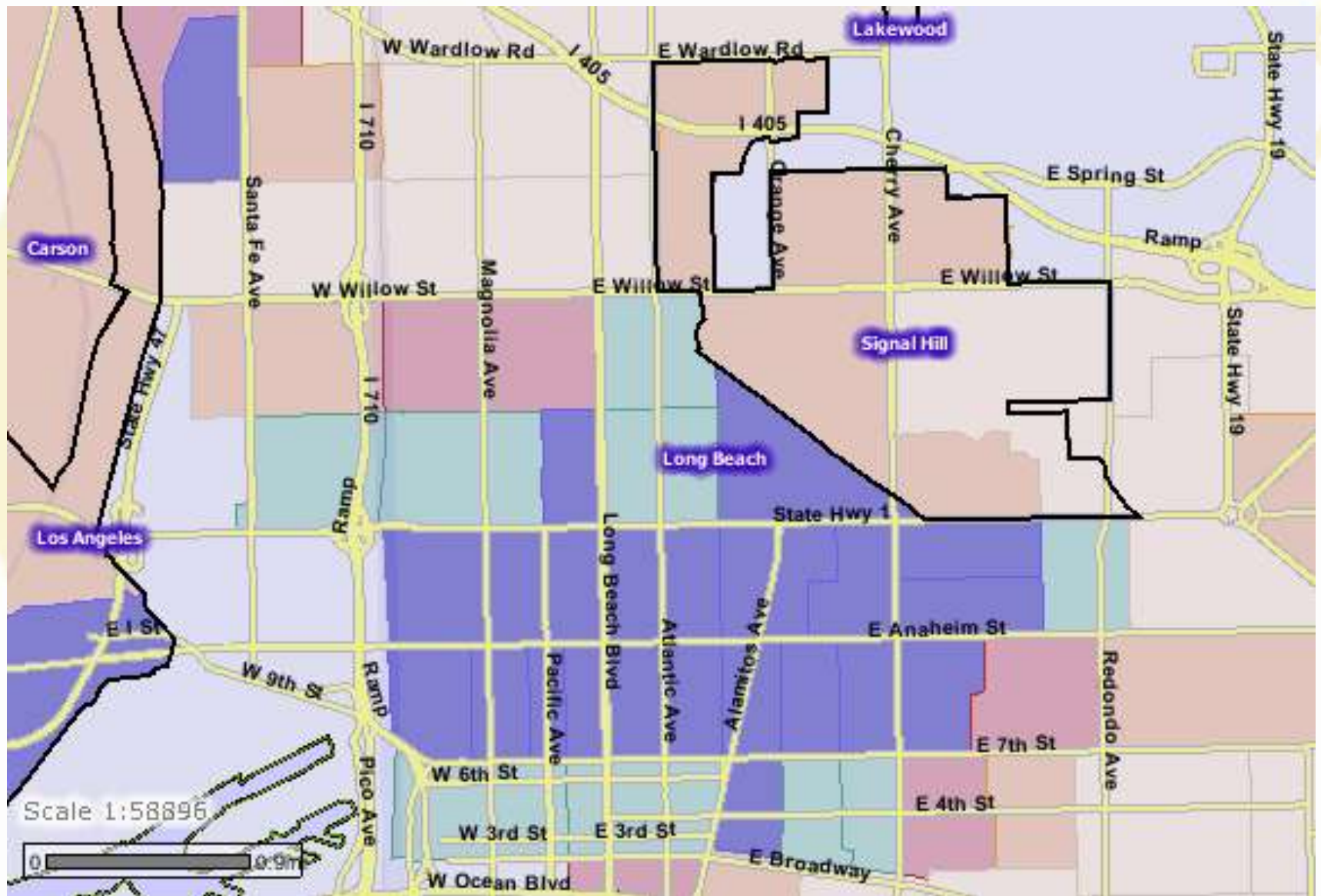
- ✓ More than half of all adults are overweight or obese
- ✓ Likelihood of being overweight is influenced by the environment in which you live
- ✓ In California there are four times as many unhealthy food outlets as healthy outlets
- ✓ Low-income communities tend to have the poorest food choices

# Choosing Our Neighborhoods

- How did we select our neighborhoods?
  - To be eligible, must have at least 50 % or more of the population at or below 185 % Federal Poverty Level (based on 2000 Census).
    - We selected neighborhoods where at least 50 % are at or below 130 % FPL as these neighborhoods suffer the greatest levels of poverty.
  - Our neighborhoods all have a middle and/or high school within them.
  - School Fitnessgram data (how many kids are passing?)
  - Recognized neighborhoods
  - Political will
  - Organized community groups







# Our Neighborhoods Cont.

- Recognized Neighborhoods
  - City of Long Beach Neighborhood Associations
  - City of Long Beach Map of Neighborhoods
  - Council Districts
  - Zip Codes
  - Census Tracts
  - LOCAL KNOWLEDGE!!!



**2009 CX3 Team!**





2010 CX3 Team!

# Mapping the Neighborhoods



A wide range of indicators were used to understand our neighborhoods nutrition environments. Using Geographic Information Systems software, site visits, interviews and store surveys, health officials and volunteers examined factors ranging from healthy food access and availability to marketing practices and product quality.

# What Did We Look At?

**All types of foods stores in neighborhood**





**LA GUADALUPE  
MARKET**

**Orlandi  
Valuta**  
Enviros de dinero

CLUB

1425

PRO  
CLUB



NOW  
ACCEPTING EBT

H.H. 98¢ PLUS

MILK  
GALLONS

vigo

104

Ria

NO  
SMOKING





# What Did We Look At?

## Fast Food Outlets



CHICKEN & ...

~~9<sup>PCS</sup>~~  
~~99¢~~

**TUESDAYS ONLY!**  
2 Pcs Leg & Thigh  
**99¢**

**Tues & Thur Only**  
**2 PC**  
Leg & Thigh  
**99¢** + TAX

**7<sup>PCS</sup>** \$5  
Legs & Thighs  
**14<sup>PCS</sup>** \$10  
Legs & Thighs





rami  
cial  
es & drink  
\$5.99+tax

Chicken Avocado Bacon  
Burger Special  
with fries & drink  
\$5.99+tax

Avocado Bacon  
Burger Special  
with fries & drink  
\$4.99+tax

CUSTOMER  
PARKING ONLY  
NO LOITERING

NO  
LOITERING



# What Did We Look At?

## Walkability













# What Else Did We Look At?

**Parks, Schools, Transit Systems,  
Outdoor Media, Healthy Foods &  
Emergency Food Outlets**







McCafé

el gusto es tuyo



me encanta



UN SABOR REFRESCANTE  
FRÍAMENTE CALCULADO.



CLEAR CHANNEL







# Criteria for Measuring Quality

- Access
- Price
- Availability
- Nutrition Information
- Exterior Advertising
- Interior Advertising & Promotions
- Walkability

# Key Neighborhood Findings

- Limited access to affordable, healthy foods!
- Stores and Fast Food Outlets in our neighborhoods do not meet standards for health.
- In our neighborhoods, you will often pay more for fruit and vegetables compared to the county average.
- Most stores selling alcohol do not comply with the State signage law (Lee's law)
- Most neighborhoods are lacking safe places for play
- Areas around schools have high concentration of unhealthy food choices

